

# The Conference on Cost Effective Innovation

University of Minnesota Continuing Education and Conference Center, St. Paul, MN

June 13-14, 2007



Organized by the Strategy Research Institute with the Society of Concurrent Product Development



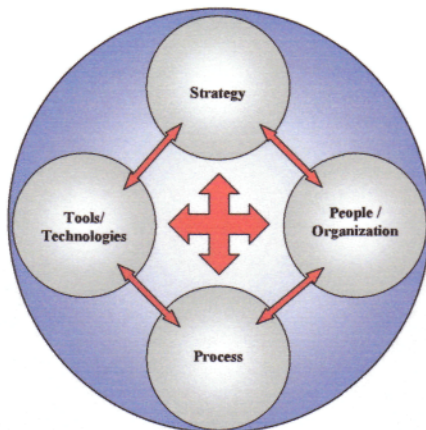
## Better Product Creation for Organic Growth and Sustained Profitability!

It doesn't matter what business or industry you are in, everyone is faced with the demand for more innovation using fewer resources. The added challenge is to generate better products and services of compelling value for your customers faster than the competition. At **The Conference on Cost Effective Innovation**, you will learn from companies that have successfully achieved organic sales growth through innovative new products and services. This conference gives you a systems framework and the methods to make a difference in your company's performance!

Organized by the Strategy Research Institute in partnership with the Society of Concurrent Product Development, the conference and its workshops enable you to experience a creative learning environment in collaboration with fellow participants. You will take home actionable ideas and practices to meet the challenge of achieving cost effective innovation.

### Building on Success!

**The Conference on Cost Effective Innovation** is built on the pillars of effective product creation that were the foundation of the 2006 conference: Strategy, Organization (people, skills, and culture), Processes, and Tools/Technologies. For the 2006 conference proceedings, go to [www.scpdnet.org](http://www.scpdnet.org)



**The Conference on Cost Effective Innovation** explores three critical themes:

- Strategies and Processes for Successful Innovation
- Organizing for Sustainable Innovation
- Integrating Product Creation and Excellence in Production Process

### Who Should Participate:

Product Development	Product Management
Manufacturing	Supply Chain
Marketing	Strategic Planning
R&D	Project Management
Finance	Quality / Six-Sigma

### For More Information and the Conference Program:

1. Go to <http://sri-innovation.org> or [www.scpdnet.org](http://www.scpdnet.org)
2. E-mail Jerry Kardas, Conference Manager, at [jerrykardas@srgtime.com](mailto:jerrykardas@srgtime.com).
3. Call Jerry Kardas at the Strategy Research Institute at 662-915-1567.

### Register Now!

Visit <http://sri-innovation.org> for three ways to register for **The Conference on Cost Effective Innovation**:

1. On-line.
2. FAX – Download the registration form and FAX it to the Strategy Research Institute (860-673-3868)
3. Mail – Download the registration form and mail to the Strategy Research Institute.

**Register before May 15, 2007 for your early bird discount**